



2021
INNOVATION
REPORT



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Michigan State President &
Midwest Region Executive
Bank of America

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MIBA Treasurer
Founder & Partner
Sigred Solutions

Beth Chappell

MIBA Secretary
Detroit Economic Club -
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Michigan Israel Business Accelerator Foundation Board of Directors**Matt Elliott**

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To our innovation partners and stakeholders,

For the Michigan Israel Business Accelerator (MIBA), 2021 marked another year of innovation, connection, and growth. Although we continued to navigate through the complexities of the pandemic, with limited to no travel, we are grateful for what we were able to accomplish in a COVID-constrained environment. We continue to be the premier partner for promoting commerce and industry between Israel and Michigan.

Despite the challenges of 2021, we made an impact on Michigan's innovation ecosystem and continued to build meaningful connections and collaborations between Michigan and Israeli businesses. This year, we hosted multiple Israeli companies here in Michigan, totaling 17 B2B connections. Additionally, we implemented the "Experience Innovation" webinar series to showcase Israeli innovation. These webinars, curated by the MIBA, highlight Israeli companies and match them with partners across the state of Michigan. Through this series, we were able to establish 115 B2B connections. We also attended multiple conferences in Michigan, Washington D.C., and even in the United Arab Emirates to support Israeli partnerships.

All these events supported strategic B2B and B2C connections across multiple sectors. We continue to facilitate the development of "innovation centers of excellence" with stakeholders across Michigan between private and public sector partners. We successfully launched our inaugural fundraising and awards banquet: Taste of Two Nations. This event both recognized key innovation partners across Michigan and raised financial resources to support the MIBA.

In total, our efforts created over 200 high-quality curated connections, resulting in corporate collaborations generating approximately \$1.2 million in economic activity for Michigan's economic prosperity. Looking towards 2022, we have a robust pipeline of opportunities and are currently tracking more than \$16 million in potential collaborations.

On behalf of our Board of Directors and staff, we are thankful for your continued support and partnership with our organization. We sincerely appreciate your commitment to the Michigan Israel Business Accelerator.

In partnership,



Scott Hiipakka
Chief Executive Officer



Matt Elliott
Chair of the Board



Our Goal

Creating bilateral economic partnerships that create jobs in Michigan



Our Mission

Accelerating Michigan's economic growth, one Israeli innovation at a time



Our Vision

Positioning Michigan as the premier partner for Israeli innovation in the U.S.



Our Services

- Import and export services
- Trade delegations to and from Israel
- B2B and B2G Matchmaking
- Customized market research
- Consulting services
- Membership
- StartupMICHIGAN.com

Who We Are

The Michigan Israel Business Accelerator is a 501c(3) and 501c(6) nonprofit economic development organization that generates economic growth opportunities between Michigan and Israeli companies, expands job creation, and supports bilateral trade. The MIBA is funded by the state of Michigan, philanthropic partners, and corporate sponsors committed to accelerating Michigan's innovative ecosystem through Israeli business connections.

Our suite of services is designed to educate, inform and empower organizations from Michigan and Israel with the ultimate goal of creating long-lasting collaborations that create economic value. Matchmaking - both business-to-business and business-to-government - is the critical component of our services. We plan and execute trade delegations and highly curated visits both to and from Israel, where we expose leaders to business opportunities in the ecosystem. We assist Israeli companies in importing their products and services to Michigan by facilitating quality and relevant connections. We are also the state's appointed lead export partner to Israel, helping Michigan companies identify and connect with potential customers and partners in Israel.

Our membership program allows members to strengthen their networks and increase their cultural and professional understanding of Israel through member events. We also continued to administer startupMICHIGAN.com, an online portal that tracks the Michigan startup ecosystem.

Our Funders & Supporters

In 2021, our goal was to continue our efforts of diversifying our funding. We expanded our fundraising efforts by securing new corporate sponsors, growing our membership, and adding an exciting new fundraising event. In the fall of 2021, we held our inaugural fundraising and awards banquet: Taste of Two Nations. This event not only allowed us to raise money to support the MIBA, it gave us an opportunity to network and recognize key innovation partners from across Michigan.

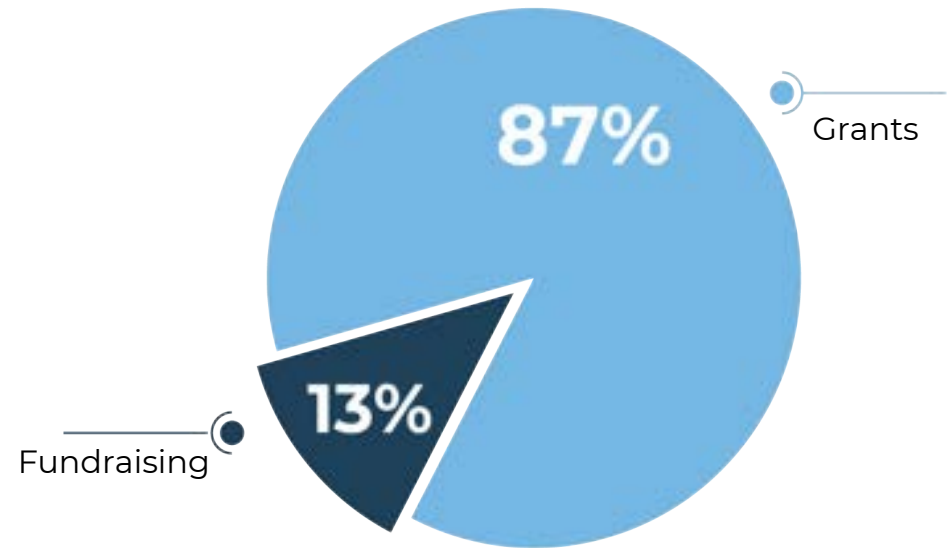
The support from our funders, donors, and members is instrumental in building bilateral economic partnerships and advancing innovation opportunities between Michigan and Israel.

For more information on becoming a member, a corporate partner, or to make a donation

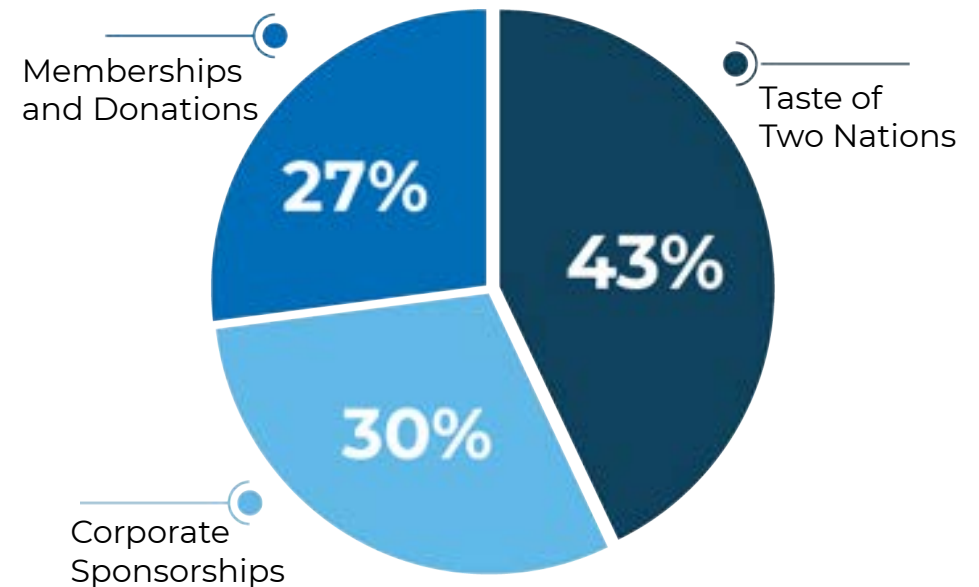
visit our website
www.michiganisrael.com

or email
join@michiganisrael.com

2021 Funding



2021 Fundraising sources



Our Funders



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**



THE
**PAUL E. SINGER
FOUNDATION**



**RALPH C. WILSON, JR.
FOUNDATION**



William Davidson
WILLIAM DAVIDSON FOUNDATION

Corporate Partners

BANK OF AMERICA 

Consumers Energy 
Count on Us®



Our Members & Donors

Platinum

TD Industrial Coverings

Gold

Beth Chappell
Dakota Integrated Systems
Mark Davidoff
Huntington Bank
PVS Chemicals
City of Southfield

Silver

ALW Strategies
Butzel Long
Dell Technologies
HNTB Transportation
LSI Solutions
LucidCoast
Oakland County Economic Development
Peracchio & Company
Michael B. Seerling
Sigred Solutions
Spectrum Health

Individual Donors

Stan Meretsky
Faye Nelson
Sharon Newman
Lisa Prasad
Brian Rich
Evan Weiner
Tony Willis

MIBA focuses on five strategic industry sectors that align with the strengths of both the Michigan and Israeli ecosystems.



Mobility

- Michigan ranks No. 1 in the nation in connected and automated vehicle projects (49)
- Michigan has the highest mechanical and industrial engineering concentration, over four times higher than the national average
- Michigan has the most extensive network of autonomous vehicle and mobility testing infrastructure and the nation's friendliest laws for testing self-driving cars

Defense

- Michigan ranks 1st in military vehicle production in the U.S., with 37% of total contracts in the country
- The defense industry contributes \$24 billion in economic activity for Michigan
- Michigan is home to the Detroit Arsenal-US Army Tank-Automotive Armaments Command (TACOM), which manages the Army's on-ground equipment supply chain and constitutes about 60 percent of the Army's total equipment.
- Michigan is home to the Ground Vehicle Systems Center (GVSC), the U.S. Armed Forces' research and development facility for advanced technology on ground systems.

Cybersecurity & Artificial Intelligence

- Michigan's Cyber Range is the nation's largest unclassified cyber range, with hubs stationed around Michigan
- Cyber range hubs throughout the state offer more than 40 industry-recognized certifications, services, and workshops to qualify individuals for positions and contracts in cybersecurity services

Food & Agricultural Technology

- 2nd most prominent industry in Michigan—employs more than 1 million people
- Agriculture, food processors, and related businesses employ 923,000 Michiganders — 22% of the state's workforce
- Contributes \$101.2 billion annually to Michigan's economy

Health & Life Sciences

- Michigan ranks in the top 10 for the number of medical device technology business locations in the U.S.
- Michigan's University Research Corridor (URC) is the No. 1 cluster for undergraduate and advanced degrees in medicine and biological science

New Additions for 2022

Throughout 2021, we were pulled by the market into key areas that have developed into strategic opportunities for collaboration between Michigan and Israel. Because of that, we will be adding 2 new focus areas:

Advanced Manufacturing/ I 4.0

- Michigan is home to the nation's first industry 4.0 accelerator program, launched by Automation Alley, lean Rocket Lab, and Lawrence Tech's Centropolis Accelerator.
- Michigan is the national leader for employment in industries related to Industry 4.0 and automation.

Sustainability Technology

- By joining the U.S. Climate Alliance, Michigan has committed to at least a 26%-28% reduction below 2005 levels in greenhouse gas emissions by 2025 and to accelerate new and existing policies to reduce carbon pollution and promote clean energy deployment at the state and federal levels.
- Kent County is moving forward with a \$370 million investment in a sustainable business park which officials hope will alleviate the organic waste management issues.
- The Michigan Department of Environment, Great Lakes, and Energy (EGLE) aims to increase Michigan's recycling rate to 45%.

How We Do It

We've developed a strategic approach to building partnerships between Michigan and Israel that is simple yet effective: the "3 C's". We **CONNECT** to facilitate **CONNECTIONS** that will ultimately result in **COLLABORATIONS**.

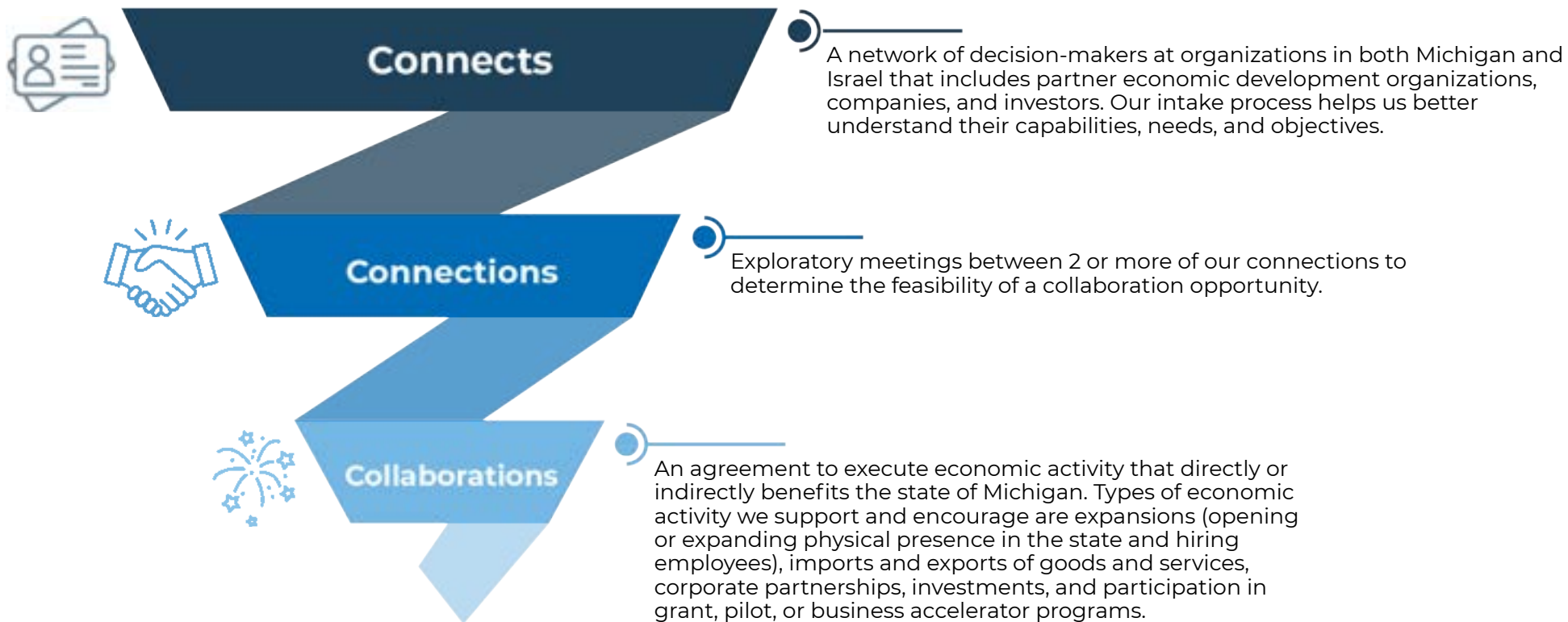
The MIBA Business Development Pipeline

Goals

Continue to increase both the quantity and quality of our **connects** in Michigan and in Israel.

Create valuable **connections** through effective matchmaking based on a deep understanding of needs, preferences, and capabilities.

Facilitate opportunities for **collaborations** that will result in positive economic outcomes for Michigan.



Achievements by the Numbers:

BUSINESS DEVELOPMENT



212
Connects

16 Confirmed Collaborations



206
Connections

2 ISRAELI COMPANIES expanded into Michigan



97%
Connection Rate

6 Import/export collaborations

5 Sustainability Tech companies accepted into the C3 Accelerator program

2 JOBS CREATED in Michigan

3 Israeli companies running pilots in Michigan

\$1,222,000
in economic activity

STARTUPMICHIGAN.COM

11% INCREASE in the number of profiles in the platform to **935**



38%
INCREASE
in users

235%
Increase in web traffic

DELEGATIONS AND ENGAGEMENTS



2 International Defense Conferences

International Defense Expo (IDEX) 2021 - Abu Dhabi
 Association of the US Army Conference (AUSA) 2021 - Washington DC

30



B2B and B2G meetings coordinated

17

B2B meetings across the state

4

Israeli company visits to Michigan

**Due to Covid-19 related travel restrictions, we were unable to lead delegations to Israel in 2021*

SIGNATURE PROGRAMS

2 Experience Innovation Webinars

a virtual showcase where

5 Israeli companies pitch innovative technologies to Michigan companies



10 Israeli Innovations Showcased

115 connections



3 Centers of Excellence established

sector-focused coalitions where industry experts provide support and accelerator services to companies



5 new Israeli companies in accelerator programs

1 beta test of a new pilot program

Demonstrate Innovation - an innovative program where Michigan companies can implement risk-free pilots of Israeli technologies

MIBA 2021 Awards Banquet

The MIBA hosted our inaugural **Taste of Two Nations** fundraising and awards ceremony at the Townsend Hotel in Birmingham, Mi. This event highlighted our partners across the state that play an essential role in accelerating Michigan's innovative ecosystem

2021 Award recipients:

Collaboration Innovator of the Year - William Davidson Foundation accepted on behalf of Liza Katz

Collaboration Innovator of the Year - Recognized extraordinary contributions by an individual or organization towards expanding Michigan's innovation ecosystem through the development of collaborative partnerships.

Ideation Innovator of the Year - Henry Ford Innovations accepted on behalf of Lisa Prasad and Scott Dulchavsky

Recognized extraordinary contributions by an individual or organization towards expanding Michigan's innovation ecosystem through the formation and advancement of novel ideas and concepts.

Implementation Innovator of the Year - Michigan Economic Development Corporation accepted on behalf of Alyssa Tracey and Fred Molnar

Recognized extraordinary contributions by an individual or organization towards expanding Michigan's innovation ecosystem through embracing and leading implementation strategies.

Lifetime Achievement Innovation Partner - Mark Davidoff Awarded to Mark Davidoff

Recognized a statewide leader in Michigan that represents the key elements of innovation: Collaboration, Ideation, and Implementation.



Scott Hiipakka, Lisa Prasad, Scott Dulchavsky, Matt Elliott



Scott Hiipakka, Mark Davidoff, Matt Elliott



Scott Hiipakka, Lisa Katz, Matt Elliott



Scott Hiipakka, Alyssa Tracey, Fred Molnar, Matt Elliott

Top Achievements

In spite of Covid:

- ☆ Represented the State of Michigan at IDEX in Abu Dhabi, the **world's largest international defense expo**
- ☆ Launched 3 Centers of Excellence that will serve as conduits to Michigan for Israeli companies in the **Health Tech, Sustainability tech**, and the **Food and Ag Tech focus areas**
- ☆ Partnered with Startup Nation Central and Lawrence Tech's Centrepolis Accelerator to create an Israeli cohort of 5 companies at the C3 Accelerator - a program created to provide services to companies working in the cleantech, climatech, and circular economy sectors
- ☆ Launched "Experience Innovation" Series allowing Michigan companies to experience 5 rapid-fire pitches of innovative technologies from Israeli companies
- ☆ Beta-tested MIBA's new pilot program, "Demonstrate Innovation", that allows Michigan companies to pilot Israeli innovation risk-free



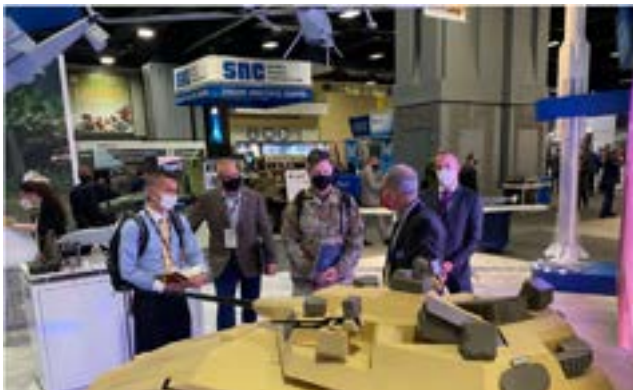
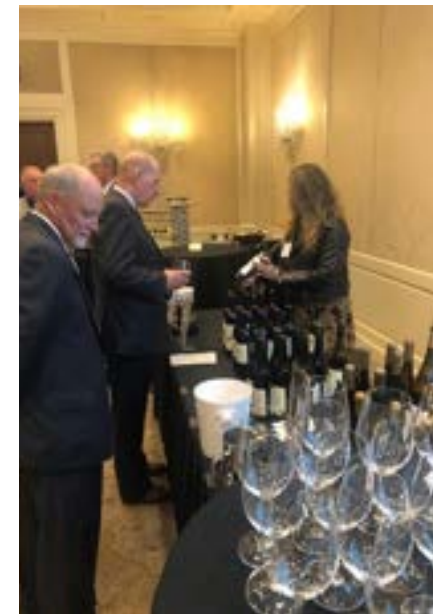
More Top Achievements

☆ Raised over \$50,000 at our inaugural Taste of Two Nations wine tasting fundraising event. This event allowed us to bring together key stakeholders and gave us a chance to **recognize our most impactful innovation partners**

☆ Despite COVID hampering travel much of the year, the MIBA hosted 4 Israeli companies in Michigan, **facilitating 17 B2B connections in Michigan**

☆ Executed 3-month marketing campaign to promote startupMICHIGAN.com that **increased website traffic by over 1100% and overall utilization by 22%**

☆ Attended **Association of the United States Army (AUSA), the US Army's largest vendor exposition** where we facilitated **B2B and B2G connections**



**FIND.
CONNECT.
GROW.**

Your **PARTNER** in **INNOVATION**



www.michiganisrael.com